



## USDA Weekly Retail Turkey Feature Activity

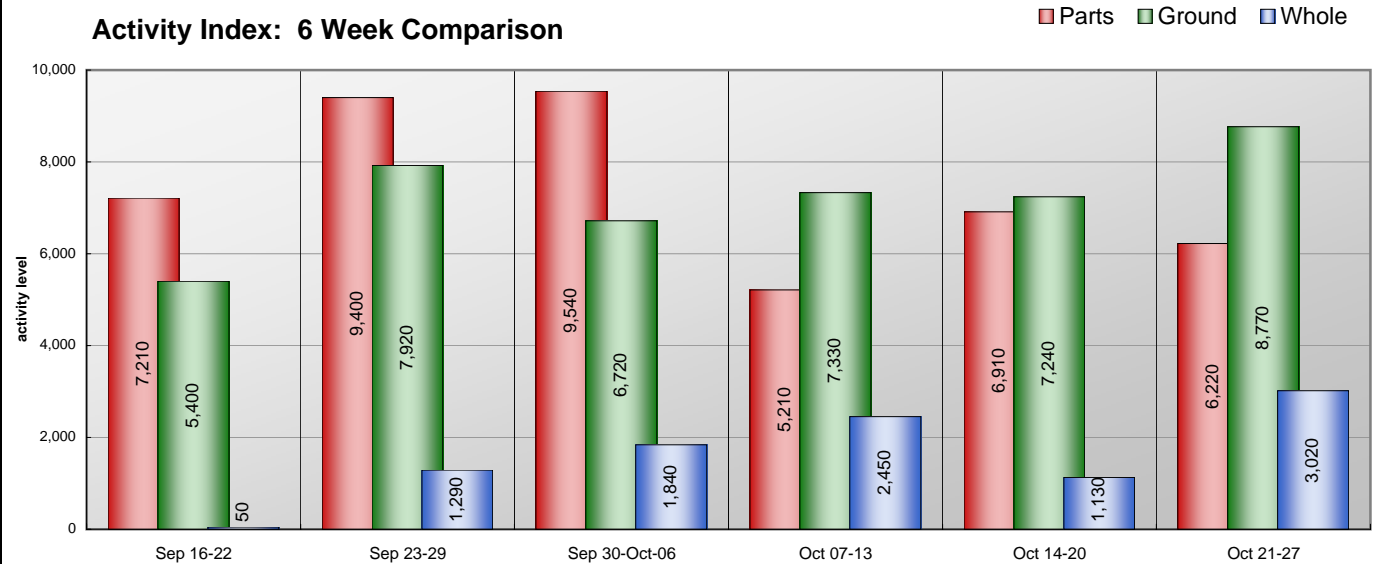
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/21 thru 10/27.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

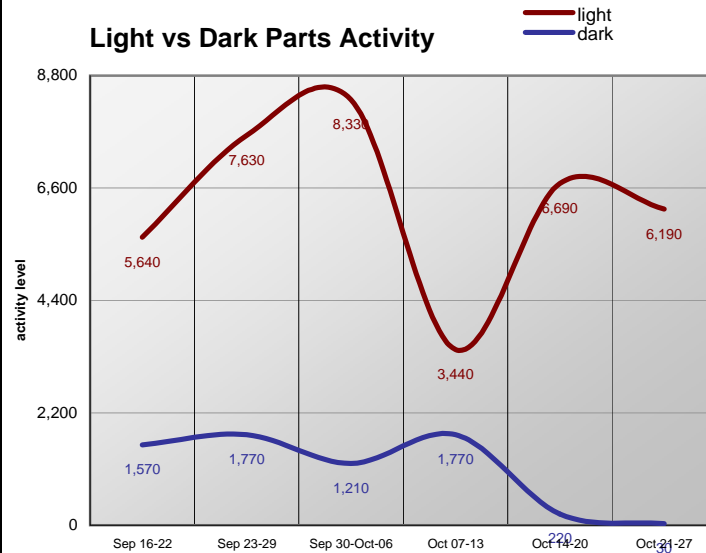
Fri. Oct 21, 2005

| NATIONAL SUMMARY      |                         |         |                         |         |
|-----------------------|-------------------------|---------|-------------------------|---------|
|                       | THIS WEEK               |         | LAST WEEK               |         |
| Feature Rate 1/       | 46.7% of 16,700 outlets |         | 47.8% of 16,700 outlets |         |
| Special Rate 2/       | 3.8%                    |         | 8.9%                    |         |
| Activity Index 3/     | 18,010                  |         | 15,280                  |         |
|                       | Stores                  | Wtd Avg | Stores                  | Wtd Avg |
| <b>WHOLE BIRDS:</b>   |                         |         |                         |         |
| Fresh - Hens          | 50                      | 1.19    | 330                     | 0.85    |
| " - Toms              |                         |         |                         |         |
| Frozen - Hens         | 1,180                   | 0.69    | 630                     | 0.98    |
| " - Toms              | 1,790                   | 0.68    | 170                     | 0.64    |
| <b>PARTS:</b>         |                         |         |                         |         |
| Breast:               |                         |         |                         |         |
| Bone-in, whole        |                         |         |                         |         |
| Fresh                 | 150                     | 1.99    | 270                     | 1.72    |
| Frozen                | 670                     | 1.10    | 360                     | 1.44    |
| Hotel Style           |                         |         |                         |         |
| Fresh                 |                         |         |                         |         |
| Frozen                |                         |         |                         |         |
| Split, bone-in        |                         |         |                         |         |
| Fresh                 |                         |         |                         |         |
| Rotisserie            | 2,830                   | 7.89    | 2,050                   | 5.61    |
| Boneless, whole       | 210                     | 3.99    | 140                     | 3.99    |
| Cutlets               | 710                     | 4.40    | 2,020                   | 3.94    |
| Strips                | 330                     | 4.27    | 710                     | 3.99    |
| Tenders               | 1,290                   | 4.21    | 1,140                   | 3.98    |
| Drumsticks            |                         |         |                         |         |
| Thighs                |                         |         | 170                     | 1.79    |
| Wings                 |                         |         |                         |         |
| Necks                 |                         |         |                         |         |
| Smoked Drumsticks     |                         |         | 40                      | 1.62    |
| Smoked Wings          | 30                      | 1.39    | 10                      | 2.29    |
| Smoked Necks          |                         |         |                         |         |
| <b>GROUND TURKEY:</b> |                         |         |                         |         |
| Patties               | 8,770                   | 2.37    | 7,240                   | 2.45    |
| Sausage               | 730                     | 2.27    | 680                     | 2.62    |
| 85% lean              | 2,850                   | 2.64    | 1,660                   | 2.35    |
| 93% lean              | 2,160                   | 1.54    | 1,680                   | 1.59    |
| 93% lean              | 2,380                   | 2.33    | 1,950                   | 2.21    |
| Breast                | 650                     | 4.22    | 1,270                   | 4.00    |

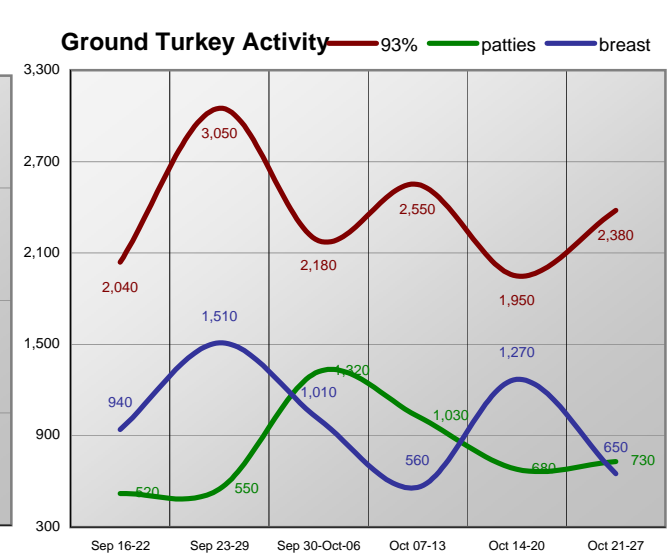
Activity Index: 6 Week Comparison



Light vs Dark Parts Activity



Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **Feature Rate**: the amount of sampled stores advertising any reported turkey item during the ad week, expressed as a percentage of the sample.

2/: **Special Rate**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, 30% off all "X" brand turkey, etc.)

3/: **Activity Index**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300).



# USDA Weekly Retail Turkey Feature Activity

Fri. Oct 21, 2005

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/21 thru 10/27.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

|   | EASTERN U.S.<br>(CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ,<br>NY,PA,RI,SC,VA,VT,WV)                       |                           |  | CENTRAL U.S.<br>(AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,<br>NE, OH, OK,SD,TN,TX,WI)               |                           |  | WESTERN U.S.<br>(AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)  |                           |  |
|---|---|---------------------------|--|---|---------------------------|--|---|---------------------------|--|
| Feature Rate 1/<br>Special Rate 2/<br>Activity Index 3/ | 46.0% of 8,200 sampled outlets<br>2.9% of stores w/ no-price promotions<br>Activity Index = 9,030 |                           |  | 38.1% of 4,900 sampled outlets<br>0.7% of stores w/ no-price promotions<br>Activity Index = 3,270 |                           |  | 59.4% of 3,600 sampled outlets<br>9.9% of stores w/ no-price promotions<br>Activity Index = 5,710 |                           |  |
|   | Price Range<br>(\$/pound)   | Summary<br>Stores Wtd Avg |  | Price Range<br>(\$/pound)   | Summary<br>Stores Wtd Avg |  | Price Range<br>(\$/pound)   | Summary<br>Stores Wtd Avg |  |
| <b>WHOLE BIRDS:</b>                                     |   |                           |  |   |                           |  |   |                           |  |
| Fresh - Hens  | 1.19  | 50 1.19                   |  |   |                           |  |   |                           |  |
| " - Toms  |   |                           |  |   |                           |  |   |                           |  |
| Frozen - Hens   | 0.49 - 0.98   | 1,180 0.69                |  | 0.69  | 0.69                      |  |   |                           |  |
| " - Toms  | 0.49 - 1.29   | 1,700 0.68                |  | 0.59  | 0.59                      |  | 0.59  | 90 0.59                   |  |
| <b>PARTS:</b>   |   |                           |  |   |                           |  |   |                           |  |
| Breast:   |   |                           |  |   |                           |  |   |                           |  |
| Bone-in, whole  |   |                           |  |   |                           |  |   |                           |  |
| Fresh   | 1.99  | 140 1.99                  |  | 1.99  | 10 1.99                   |  |   |                           |  |
| Frozen  | 0.99 - 1.49   | 150 1.41                  |  | 0.99 - 1.49   | 370 1.00                  |  | 0.99 - 1.48   | 150 1.05                  |  |
| Hotel Style   |   |                           |  |   |                           |  |   |                           |  |
| Fresh   |   |                           |  |   |                           |  |   |                           |  |
| Frozen  |   |                           |  |   |                           |  |   |                           |  |
| Split, bone-in  |   |                           |  |   |                           |  |   |                           |  |
| Fresh   |   |                           |  |   |                           |  |   |                           |  |
| Rotisserie  | 6.89 - 7.99   | 1,240 7.87                |  | 4.99 - 7.99   | 310 7.58                  |  | 6.99 - 7.99   | 1,280 7.98                |  |
| Boneless, whole   | 3.99  | 50 3.99                   |  |   |                           |  | 3.99  | 160 3.99                  |  |
| Cutlets   | 3.69 - 3.99   | 190 3.96                  |  | 4.99  | 200 4.99                  |  | 4.29  | 320 4.29                  |  |
| Strips  |   |                           |  | 3.58  | 10 3.58                   |  | 4.29  | 320 4.29                  |  |
| Tenders   | 3.29 - 4.53   | 580 4.00                  |  | 3.29 - 4.99   | 220 4.88                  |  | 2.99 - 4.29   | 490 4.16                  |  |
| Drumsticks  |   |                           |  |   |                           |  |   |                           |  |
| Thighs  |   |                           |  |   |                           |  |   |                           |  |
| Wings   |   |                           |  |   |                           |  |   |                           |  |
| Necks   |   |                           |  |   |                           |  |   |                           |  |
| Smoked Drumsticks                                       |   |                           |  |   |                           |  |   |                           |  |
| Smoked Wings  | 1.39  | 30 1.39                   |  |   |                           |  |   |                           |  |
| Smoked Necks  |   |                           |  |   |                           |  |   |                           |  |
| <b>GROUND TURKEY:</b>                                   |   |                           |  |   |                           |  |   |                           |  |
| Patties   | 2.49 - 2.69   | 160 2.54                  |  | 2.50 - 2.89   | 200 2.83                  |  | 1.69 - 2.99   | 370 1.86                  |  |
| Sausage   | 1.99 - 3.99   | 1,340 2.87                |  | 1.00 - 2.89   | 510 2.47                  |  | 2.40 - 2.99   | 1,000 2.43                |  |
| 85% lean  | 1.49 - 1.99   | 1,010 1.51                |  | 1.00 - 1.99   | 830 1.48                  |  | 1.77  | 320 1.77                  |  |
| 93% lean  | 1.92 - 2.70   | 820 2.17                  |  | 2.08 - 3.19   | 390 2.36                  |  | 2.40 - 2.99   | 1,170 2.42                |  |
| Breast  | 3.59 - 3.99   | 390 3.88                  |  | 3.99 - 4.99   | 220 4.93                  |  | 3.59  | 40 3.59                   |  |

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

2 of 2